

2025中关村论坛年会 2025 ZGC FORUM ANNUAL CONFERENCE

Media Guide

BEIJING · CHINA



Media Guide

March 2025

Journalists' Hub

The Media Center is set up for the 2025 ZGC Forum Annual Conference. It is located within the Exhibition Center of the Zhongguancun National Independent Innovation Demonstration Zone.

Online Media Center

The 2025 ZGC Forum Annual Conference features an Online Media Center, offering sections such as news updates, conference schedules, latest notifications, multimedia applications, media services, and a media library. Participants can access relevant information anytime, anywhere, via both mobile and PC platforms.

Search for "2025 ZGC Forum Annual Conference Media Center" or visit https://china.qianlong.com/zgcforum2025/ and click the "Login" button at the top right corner of the page. You will be directed to the authentication page, where you can log in using the mobile number you registered with. Click on the "Chinese (Simplified) /English" button at the top right corner of the page to switch between Chinese and English versions of the page.

Using mobile devices such as smartphones, you can scan the QR code to log in to the "Mobile Media Center," allowing you to stay updated with synchronized information from the official Media Center website at any time.



Mohile Media Center

Wi-Fi

The Media Center offers Wi-Fi service. Accredited journalists can connect to the network named "2025ZGC-MC" and log in using the verification code sent to their mobile phones.

Contact Information of the Media Center

Tel.: 010-62876965 Fax: 010-62875465

Welcoming Speech

Dear journalists,

Welcome to Beijing! The ZGC Forum is a national platform in China for global scientific and technological innovation exchange and cooperation. With "Innovation and Development" as its core theme, the forum aims to promote the sharing of global innovative ideas and development concepts among countries, discuss cutting-edge technologies and future industrial development trends, and negotiate global innovation rules and governance, working together to advance science and technology to better benefit people around the world. The annual conference of this forum will be held from March 27 to 31, with the theme "New Quality Productive Forces and Global Science and Technology Cooperation."

The Media Center of the 2025 ZGC Forum Annual Conference will feature various functional areas, including Media Service Area, Science and Technology Interactive Exhibition Area, Press Conference Area, Media Working Area, Interview Area, Television and Broadcast Services Area, and Media Catering Area. It will be equipped with professional office facilities, high-speed Internet coverage, and will provide services such as public TV and broadcast signals, conference interviews, forum information, and transportation and catering. You can access real-time news materials, schedule updates, and service guides through the Media Center section of the 2025 ZGC Forum Annual Conference website (https://china.qianlong.com/zqcforum2025/).

We wish you a successful and enjoyable stay in Beijing!

Media Center of the 2025 ZGC Forum Annual Conference March 2025

Instructions for Media

- Accredited journalists are invited to cover and report on the 2025 ZGC Forum Annual Conference.
- Accredited journalists must proceed to the designated location before the specified time to collect their media credentials for the 2025 ZGC Forum Annual Conference. Journalists who are accredited and hold media credentials are permitted to enter the Media Center and other designated interview areas at the event venue. Media credentials are for the exclusive use of accredited journalists and must not be loaned or transferred to others.
- The Media Center provides accredited journalists with access to live TV and broadcast signals for key events during the forum's Annual Conference.
- During the 2025 ZGC Forum Annual Conference, accredited journalists can use the complimentary shuttle service by presenting their media credentials (details are available in the Transportation Service section).
- Accredited journalists with media credentials for the Annual Conference may dine in the Media Catering Area during the designated meal times at the Media Center.
- Accredited journalists are kindly requested to strictly follow security regulations and refrain from carrying hazardous items, including flammable materials, explosives, or restricted sharp objects.

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Media Credentials for the Annual Conference

Invited media journalists are required to register online and apply for media credentials for the 2025 ZGC Forum Annual Conference. Accredited journalists may enter the Media Center and forum venues with their media credentials, and access designated interview areas with special session credentials or identification. Accredited journalists should pick up their corresponding credentials at the designated location within the specified time. They can collect their media credentials and relevant materials with their confirmation letter. For detailed information on credential pickup, please refer to the Media Center section of the 2025 ZGC Forum Annual Conference website (https://china.qianlong.com/zgcforum2025/).



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Overview of the Media Center

The 2025 ZGC Forum Annual Conference will set up a Media Center located within the Exhibition Center of the Zhongguancun National Independent Innovation Demonstration Zone. This will serve as the primary venue for accredited journalists, offering services such as public TV and broadcast signals, conference interviews, forum information, transportation, and catering.



Overview of the Media Center

Trial Operation Hours

March 26: 8:00 AM - 8:00 PM

Official Operating Hours

March 27 to 31: 8:00 AM - 9:00 PM

Overview of the Media Center's Various Functional Areas

The Media Center consists of Media Service Area, Science and Technology Interactive Exhibition Area, Press Conference Area, Media Working Area, Interview Area, Television and Broadcast Services Area, Media Catering Area, and other functional areas.

Media Service Area

The Media Service Area is equipped with an information desk, lockers, printers, and smart service robots, offering a range of services, including bilingual information consultation, item storage, document distribution, reservations for public equipment and facilities, and lost and found services. With a media credential, you can borrow items such as smart translation glasses, pocket gimbals, noise-canceling lapel microphones, and multifunctional voice recorders at the information desk.

Science and Technology Interactive Exhibition Area

This area features Intangible Cultural Heritage Demonstration and Interaction, Stamp Rally Interactive, Interactive Digital Light Experience, UHD Cinema Experience, Robot Demonstration and Interaction, Smart Space, and more.

Press Conference Area

A Press Conference Hall is set up here, equipped with professional-grade technical facilities for the release of key information during the 2025 ZGC Forum Annual Conference.

Media Working Area

The area is equipped with LED display screens and two Live Broadcast Stand-up Positions. It provides 108 media workstations with plug-and-play high-speed

network connections and international standard power outlets. The workstations are also equipped with fully digital embedded audio simultaneous interpretation channels, enabling flexible and seamless audio selection for different sessions. Soundproof booths are provided to meet journalists' independent recording needs. Services include AI Digital Human Multi-Scenario Broadcasting and AIGC application platforms.

Interview Area

This area features two news interview rooms, each equipped with interview backdrops and professional facilities to meet journalists' interview requirements.

Television and Broadcast Services Area

A Signal Reception Room is available to provide real-time recording and material duplication services for the public signals of major events.

Media Catering Area

This area accommodates 110 diners and features two self-service buffet lines. Accredited journalists can enjoy complimentary lunch and dinner during the Media Center's operating hours.

Television and Broadcast Services

The Media Center provides broadcasting and television services for accredited journalists, including public signals, live broadcast stand-up positions, Internet live streaming, etc.

Public Signals

Media professionals can record or download public signals in the Signal Reception Room.

Real-time Recording Standards Signal Format: HD 1080/50i (16:9) Interface Standard: BNC System Standard: PAL

Material Copying Standards

File Format: H.264@20Mbps HD 1080i MP4

Live Broadcast Stand-up Positions

The area is equipped with optional equipment such as cameras, microphones, teleprompters, and lighting. It is connected to the Master Control Room (MCR), allowing for the format conversion and processing of high-definition and standard-definition signals for one-sided shooting, as required.

Internet Streaming

Provides Internet encoding and streaming services for public signals

Streaming bitrate: 2-10 Mbps Resolution: HD 1,920×1,080

Transmission protocols: RTMP, HLS, RTMP, and SRT

Booking Services

The Media Center offers reservation services for accredited journalists, including Interview Rooms, Live Broadcast Stand-up Positions, and Television and Broadcast Services.

Reservations can be made either through the visual system in the Media Center's Media Service Area or by filling out the relevant service application form in the Media Center section of the 2025 ZGC Forum Annual Conference website, as needed. Reservations are subject to a first-come, first-served principle, with the final confirmation provided by the Media Center. Once the reservation is successful, applicants can obtain the relevant services on-site

Catering Service

Free catering (buffet) services are provided to accredited journalists during the opening hours of the Media Center.

Meal Dates: March 26 to31 Lunch Hours: 11:30 AM – 2:00 PM Dinner Hours: 5:30 PM – 8:00 PM

Medical Service

The 2025 ZGC Forum Annual Conference will set up medical stations offering basic healthcare services.

Medical Station Locations

1.South side of the escalator on the G floor of the Zhongguancun International Innovation Center

2.Northwest side of the second floor of the Exhibition Center and Conference Center of the Zhongguancun National Independent Innovation Demonstration Zone

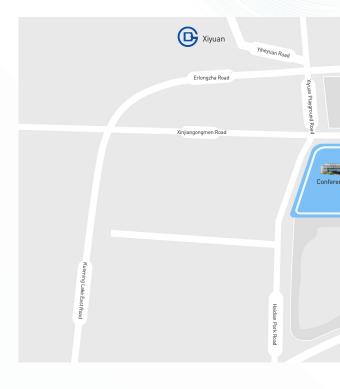
Medical service hours: March 26 to 31, 9:00 AM - 6:00 PM

Ambulance Location

South Plaza of Blast Furnace No. 4, Shougang Park (available only during the opening ceremony of the China Science Fiction Convention)



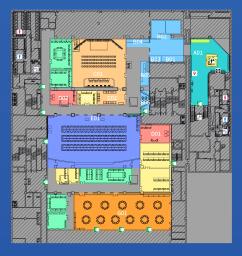
Media Center Location Map







Media Center Floor Plan



图例



















新闻中心平面图/Media Center Floor Plan

A 综合服务区 Media Service Area

A01 综合服务台

科技互动体验区 Science and Technology

B01 非遗展示互动

B02 光影数字交互体验

303 集章打卡互动

Stamp Rally Interactive

B04 超高清观影

B05 机器人展示互动

306 智慧空间

新闻发布区 Press Conference Area

C01 新闻发布厅

C02 贵宾室

采访区 Interview Area

D01 采访间1 InterviewRoom 1

D02 **采访间2** Interview Room 2

媒体公共工作区 Media Working Area

01 单边报道点 Live Broadcast Stand-up Positions 广播电视技术服务区
Television and Broadcast

F01 公共信号收录室

媒体餐饮区

G01 媒体餐饮区



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Transportation Service

Transportation Service

During the 2025 ZGC Forum Annual Conference, transportation services will be provided for accredited iournalists. Shuttle buses will operate between the Media Center (Exhibition Center of Zhongguancun National Independent Innovation Demonstration Zone) and Xivuan Subway Station. In addition, scheduled media shuttles will run between the Media Center (Exhibition Center of Zhongguancun National Independent Innovation Demonstration Zonel and the China Science Fiction Convention (held at Shougang Park). Accredited journalists can enjoy complimentary rides by presenting their media credentials. For detailed routes and schedules, please visit the Media Center section of the 2025 ZGC Forum Annual Conference website (https:// china.gianlong.com/zgcforum2025/) or scan the QR code to access the "Mobile Media Center"

Media Shuttle Bus Route:

Exit C1 of Xiyuan Subway Station $\leftarrow \rightarrow$ Gate 3, the Exhibition Center of Zhongquancun National Independent Innovation Demonstration Zone

Operating Dates: March 26 to 31

Operating Hours: 7:30 AM - 9:30 PM (buses depart every half hour)

Station Settings: Auxiliary Road at Exit C1 of Xiyuan Subway Station

South Side inside Gate 3, the Exhibition Center of Zhongguancun National Independent Innovation Demonstration

Zone

Media Shuttle Bus Routes:

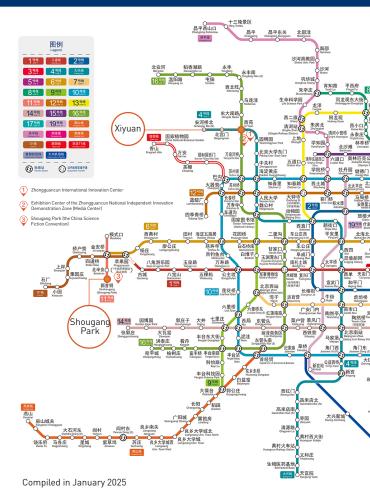
■ Media Center ←→ Shougang Park

Dates	Routes	Operating Hours	
March 27 to 31	P5 Parking Lot for the 2025 ZGC	8:00AM 9:00AM	
	Forum Annual Conference → East Entrance of the South Plaza	10:00AM 11:00AM	
	of Blast Furnace No. 4	11:30AM 2:00PM	
	East Entrance of the South Plaza of Blast Furnace No. 4 → P5 Parking Lot for the 2025 ZGC Forum Annual Conference	11:00AM 12:00PM 12:30PM 4:30PM	

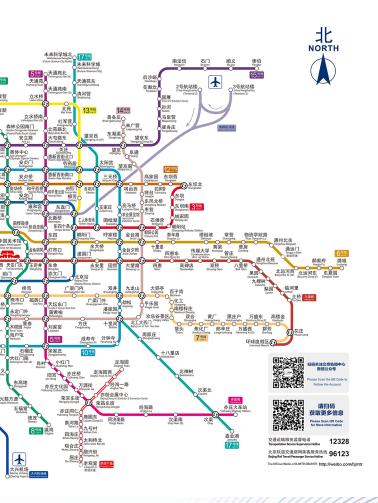


Mobile Media Center

北京城市等 Beijing Rail Tra



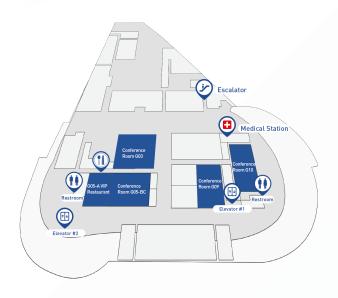
九道交通线网图 nsit Lines



Floor Plan of Zhongguancun International Innovation Center



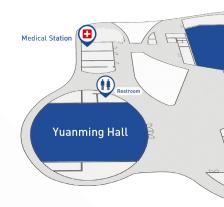
• 1st Floor



G Floor

Medical Station Phone: 010-83018965

Floor Plan of Exhibition Center and Conference Center of the Zhongguancun National Independent Innovation Demonstration Zone

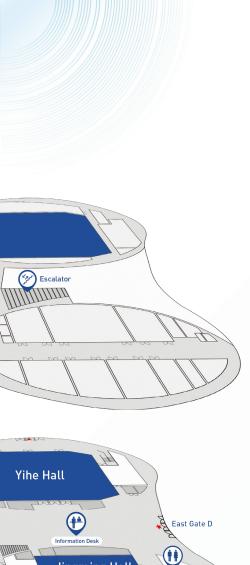


2nd Floor

Medical Station Phone: 010-82557808



• 1st Floor





Floor Plan of the China Science Fiction Convention (Shougang Park)





Transportation Information

O Bus

Take bus No. 108 to Wuyi Theater Station, then walk 200 meters south.

Subway

Take subway lines 6, S1, or 11 to Jin'anqiao Station, then walk 1 kilometer south.

Self-driving

Drive to the South Gate or Xiaoximen to enter Shougang Park, then proceed to the respective event venues.

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